

# Close the Sale

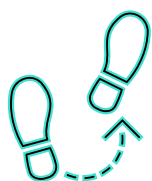
How to close more deals, at higher margins, in less time

- Close more sales
- Increase your profit margins
- Reduce the time it takes to close
- Build long-term sales revenue

This **six hour** workshop is designed to provide delegates with the knowledge, skills and tools to successfully negotiate and close sales opportunities. By combining core business and communication principles with an understanding of buyer psychology, delegates will be equipped to close more sales more quickly without having to discount..

## What it takes to close more sales successfully:

According to the RAIN group, top performers have a 2.7x better closing conversion rate than the average salesperson. This course will teach you what they do differently to achieve these results:



Align your sales approach to your customer's preferred buying process and communication style.



Ask the right questions to help you solve your potential customer's needs.



Deliver the solution in a way that is compelling and focused on business value.



Identify buying signals and pre-test for commitment. Use the right language to close the sale.



Pre-empt and answer any concerns your potential customer might have.



Negotiate a solution that benefits both parties and enables a long-term business relationship.

# Programme Overview

## Module 1: Make the sales process about your prospect

- Focus on value from the eyes of your prospect
- Create – Don't Control.
- Be sincere and authentic – Show empathy
- Diagnose before prescribe.
- Understand the psychology of how your prospect buys and adapt your communication style.
- Be prepared for the interaction.

## Module 2: Apply advanced listening strategies

- What is active listening?
- Talk 30% / Listen 70%
- Question – Detach – Observe – Listen
- Listen to... Listen for... Listen with...
- Apply the process for active listening: Affirm, Clarify, Confirm and Summarise.

## Module 3: Ask the right questions

- Prepare your questions - what do you still need to know?
- Identify the gap between current situation and future state.
- Three layers of questioning: Situation / Pain (Reason) / Impact.
- Quantify impact as far as possible.
- Provide a vision of the solution.
- Get commitment to evaluate.

## Module 4: Build your proposal / presentation

- Work with your advocate to understand stakeholders.
- Elements of a successful proposal document.
- Steps for a successful presentation.
- How to communicate value.
- Apply persuasive language patterns

## Module 5: Deliver a Permission Based Presentation

- The importance of framing the call,
- Set the **expectations** for the meeting.
- **Confirm** your findings and ask any questions that still need to be answered.
- **Test** levels of commitment through pre-close questions.
- **Solution:** Discuss how your product or service could be a perfect fit for them. Focus on Return on Investment.
- **Close:** Ask for the sale and determine the next step.

## Module 6: Close the sale and deal with common objections

- What does it mean to advance the sale?
- How to build advances into your sales conversations.
- How to ask for commitment.
- How to use a fall-back if you don't get an appropriate response
- Identify common objections.
- Affirm that you have heard the objection
- How to deal with common objections - Isolate / Gain permission / Offer solutions

## Module 7: Negotiate based on fairness and integrity

- Alternatives to dropping the price
- Recognise when you are being tested
- Deal with the buyer's anxiety
- Give / Get lists and Can you... Then I can...
- Apply the negotiation process

## Module 8: Maintain momentum

- Do a debrief.
- Ask for references / Referrals.
- Measure the value you deliver for your customers.
- Get permission to do a case study.
- Anchor the success to motivate you for the future.